

CROW'S NEST RESTAURANT MISSION STATEMENT

Our mission is to be the best restaurant on the Central Coast of California. We at the Crow's Nest enhance the quality of our guest's lives and instill well-being by exceeding their expectations. We personalize our guest's experience and inspire them to want to return. We have higher standards than those of our competitors and attain them through teamwork, attitude, and exceptional effort. We do what we do better than our competition. We build from fundamental strengths and focus on what we do best: the restaurant business.

It is everyone's responsibility as an employee to support this mission by:

By being slightly fanatical about service, quality and value. We define service, quality and value from our guest's perspective. Each employee is empowered to break away from regular duties to address and resolve a guest's special need or problem.

By sharing responsibilities. By creating a team-work environment we insure that the needs of our guests, and our own needs, are met. We care about each other. We are a team.

By continually improving ourselves. We are personally and organizationally competent, and constantly train to enhance our skills.

By being involved. We are proud to be involved in the planning of our work. Crow's Nest encourages creativity and innovation, and rewards good judgment, to foster a climate of thoughtful change.

By thinking safety. We maintain a safe workplace in a sanitary and organized manner for our guests and ourselves. We are aware of all fire and safety emergency procedures and report any security risks. Each employee is empowered to create a safe, secure, and accident-free environment for guests and each other. Each employee will identify defects of any nature throughout the restaurant and correct them or report them.

By maintaining uncompromising levels of cleanliness. We take pride in our personal appearance. Clothing and grooming are of the highest standards. We take care of ourselves and maintain excellent personal health to protect our co-workers and guests from illness. We are alert and rested for work.

By remembering that we are on stage. We smile and maintain positive eye contact. We use proper positive vocabulary with our guests and each other, such as "Good afternoon," "Certainly," "I'll be happy to," "My pleasure," and "Yes, Sir (or Ma'am)" instead of yeah.

By being ambassadors of our restaurant. We always speak positively about Crow's Nest and our co-workers, both in and outside of the workplace. Our behavior in other businesses is proper and respectful.

By protecting the reputation and assets of the Crow's Nest. We communicate any concerns about our restaurant to the appropriate person. We properly maintain our restaurant, conserve energy and water, recycle, and protect the environment.

By working for our guest's, and our organization's, best interest. We act with integrity and honesty. We say what we will do and we do what we say, as individuals and as an organization. We treat people the way we want to be treated. We adhere to highest ethical standards.

By contributing to the quality of life in our community. As good citizens individually, and as an organization, we give back locally. We are good neighbors.